

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY BONN PRIORITY

AMEMBASSY LONDON

AMEMBASSY PARIS

INFO AMCONSUL DUSSELDORF PRIORITY

UNCLAS STATE 027403

E.O. 11652: N/A

TAGS: ;EXP, GE, UK, FR

SUBJECT: PROPOSED ILLINOIS STATE IOGA TRADE MISSION

REF: 10 FA. 973

1. ILLINOIS STATE DEPARTMENT OF BUSINESS AND ECONOMIC DEVELOPMENT P,OPPOSES TO SPONSOR IOGA TRADE MISSION TO WESTERN EUROPE, SEPTEMBER - OCTOBER 1976.

2. THE STATE INTENDS TO SPONSOR PARTICIPATION OF EIGHT TO TEN NEW TO MARKET ILLINOIS FIRMS IN THE SPORTING GOODS INDUSTRY AT SPOGA 76 IN COLOGNE SEPTEMBER 26-28. IN ORDER PROVIDE THESE FIRMS MAXIMUM EXPOSURE TO SALES OPPORTUNITIES THEY PLAN TO COMBINE THREE DAY FAIR PARTICIPATION WITH MISSION STOPS IN PARIS, SEPTEMBER 30 - OCTOBER 1 AND LONDON
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OCTOBER 4-5. THEY WOULD SEEK APPOINTMENTS WITH PURCHAS-

ING MANAGERS OF MAJOR RETAIL OUTLETS AS WELL AS CONTACTS WITH AGENTS AND DISTRIBUTORS. IN ADDITION TO ESTABLISHING SALES LEADS, WOULD SEEK TO ACQUAINT MISSION FIRMS WITH LOCAL MARKETING TECHNIQUES, DISTRIBUTION SYSTEMS AND MERCHANDISING CONSIDERATIONS IN EACH COUNTRY.

3. ALTHOUGH THE STATE OF ILLINOIS HAS MAINTAINED AN OFFICE

IN BRUSSELS FOR A NUMBER OF YEARS, THEY HAVE CONCENTRATED PRIMARILY ON THE PROMOTION OF INDUSTRIAL AND COMMERCIAL EQUIPMENT. THEY HAVE NOW MADE A PROGRAM COMMITMENT TO PROVIDE SIMILAR ASSISTANCE TO CONSUMER GOODS FIRMS AND THIS MISSION WILL BE THE FIRST OVERSEAS ACTIVITY FOR THIS SECTOR.

4. EARLY IN FEBRUARY, THEY EXPECT TO HAVE MARKETING INFORMATION ON SPOGA RE BEST PRODUCT POTENTIALS. ANY ADDITIONAL INFORMATION POSTS CAN PROVIDE IN THIS CONNECTION WILL BE GREATLY APPRECIATED.

5. POSTS ARE REQUESTED COMMENT ON ABILITY TO SUPPORT PROPOSED MISSION DURING DATES OUTLINED ABOVE, TAKING INTO CONSIDERATION ANY EVENT/HOLIDAY CONFLICTS WHICH MIGHT OCCUR DURING THOSE DATES, POTENTIAL MARKET IN PARIS/LONDON FOR THE PRODUCT THEME. INGERSOLL

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